

Aspects of the present invention, provide customized content to a consumer on a network-enabled exercise device, include providing an exercise device having a display console, the exercise device being connected to a network, receiving user profile information associated with a consumer operating the exercise device, receiving content information identifying available content for display on the display console, the content information including selection criteria for selecting content to be displayed from the available content, selecting content for display to the consumer based on the content information and the user profile information; and presenting an impression of the selected content to the consumer on the display console.

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